



Peggy Conlon
President & CEO

March 10, 2008

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: MB DOCKET NO. 04-233
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin:

As the FCC considers certain changes to its rules and policies to promote localism, the Ad Council would respectfully urge that the FCC consider broadcasters' extraordinary support of our PSAs which serve a myriad of local issues and needs.

Every year, the Ad Council garners approximately \$1.2 billion in donated media from broadcasters for its PSA campaigns which addresses many of the country's most pressing social issues. While nationally produced, either in partnership with a nonprofit or the federal government, many of the Ad Council's PSAs address issues impacting local communities, including reducing gun violence, drunk driving prevention, foster adoption, promoting responsible fatherhood, disaster preparedness, financial literacy, foreclosure prevention, childhood literacy, amber alerts, high-school drop-out prevention, child abuse intervention and mentoring to name just a few.

To recognize this steadfast support, the Ad Council sends thank-you letters to the General Managers of some of our most supportive radio stations. We also send a letter to the station's Member of Congress (where the station is licensed), commending the station's commitment to public service.

This small gesture is something we like to do annually to show our gratitude to our exceptional media supporters. Please find attached letters sent on behalf of Clear Channel Milwaukee's radio stations (WISN-AM, WMIL-FM, WKKV-FM, WRIT-FM, WOKY-AM, WQBW-FM) for their support of our PSAs.

We urge the FCC to consider these letters and others as one way in which stations support their local communities and needs.

Sincerely,

A handwritten signature in cursive script, reading "Peggy Conlon". The signature is written in black ink and is positioned below the word "Sincerely,".

cc: The Honorable Michael J. Copps
 The Honorable Jonathan S. Adelstein
 The Honorable Deborah Taylor Tate
 The Honorable Robert M. McDowell



Peggy Conlon
President & CEO

December 27, 2007

The Honorable Paul Ryan
United States House of Representatives
1113 Longworth House Office Building
Washington, DC 20515

Dear Congressman Ryan:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

In 2006, these stations have donated valuable airtime towards Ad Council PSAs. This station's unwavering support allows the Ad Council to communicate critically important messages to your constituents, helping to improve their lives and communities.

Ultimately, no matter how creative or poignant our PSAs are—a PSA can only have an impact if it is heard, watched, read or clicked. Clear Channel's invaluable commitment to public service has made that possible. Without the indispensable help of our broadcasters, we simply could not fulfill our mission: to inspire action and save lives.

Our tremendous media support enables the Ad Council to address the most pressing social issues of the day through our 50-plus PSA campaigns. With the media's invaluable help, these messages are seen and heard by the communities that require help, or can offer assistance with a particular issue.

Please join us in commending Clear Channel Stations serving the greater Milwaukee listening area for their unprecedented partnership with the Ad Council, for the past support in 2006, continued support this year, and planned support in 2008, to improve the lives of your constituents and our nation.

If you have any questions regarding this station's impressive contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Government Relations at dkulzer@adcouncil.org or (212) 984-1905.

Sincerely,

A handwritten signature in cursive script, reading "Peggy Conlon".

cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio



Peggy Conlon
President & CEO

December 27, 2007

The Honorable Thomas Petri
United States House of Representatives
2462 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Petri:

The Advertising Council, the nation's largest producer of public service advertising, is pleased to inform you of the extraordinary support, Clear Channel radio stations in Milwaukee have given to our public service advertisements (PSAs).

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cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio



Peggy Conlon
President & CEO

December 27, 2007

The Honorable Tammy Baldwin
United States House of Representatives
2446 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Baldwin:

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cc: Cindy McDowell, General Manager
John Hogan, CEO Clear Channel Radio



Peggy Conlon
President & CEO

December 27, 2007

The Honorable F. James Sensenbrenner, Jr.
United States House of Representatives
2449 Rayburn House Office Building
Washington, DC 20515

Dear Congressman Sensenbrenner:

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John Hogan, CEO Clear Channel Radio



Peggy Conlon
President & CEO

December 27, 2007

The Honorable Gwen S. Moore
United States House of Representatives
1239 Longworth House Office Building
Washington, DC 20515

Dear Congressman Moore:

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John Hogan, CEO, Clear Channel Radio